To Wearers of Good Clothes!

CLOTHING!

From the Daily Trade Record, Feb. 12.) Sad Condition of "My Tullor"-Newspaper Accuses Mr. Kaufman of a "llad Break."-Herbert Kaufman, of Chicago who writes the publicity "editorials" Merchant Tailor Associations of several large cities, in his remarks to the convention of the Merchant Tailors' National Exchange, at the Hotel Aster, quoted in part:

"What have you done to improve the condition of the trade of your calling? You have played into the ready made merchant's hands, WHEN HE HAS MADE BROAD PADDED SHOULDERS AND A STRAIGHT FRONT COAT YOU HAVE MADE THE SAME. THEY LOOK WELL ON ANY MAN.

"You merchant failors have too long relied upon your trade dignity. For years you have allowed yourselves to be tried in the court of public opinion without a counsel.

"Bit by bityour trade has been taken THE TAILORING BUSI-IN THIS COUNTRY, IN THE LAST 20 YEARS, AND ESPECIALLY IN THE LAST DECADE, HAS PRAC-TICALLY STOOD STILL-IN AN ERA OF GREAT INCOMES AND OF ENOR-MOUS INCREASE IN EXTRAVA-GANCE. But in this generation of spenders you are doing well if you do as well as did the tailor of 1889. YOU ARE DEALING WITH A LOT OF OLD FELLOWS AND WITH MEN OF ODD PHYSIQUES, and are making cloth s for men who learned the advantage of merchant talloring before the ready master started to advertise.

READY MADES, BUT NOW HARDLY CENT. OF MEN NOWADAYS GO TO THE READY MADE STORES FOR THEIR CLOTHES. Remember what happened to the custom shoemakers."

According to the New York Herald yesterday, the desperate condition of 'my tailor" in his competition with the modern ready for service was illustrated in the very clothing worn by Mr. Kaufman, who writes "my tailor's" advertising editorials, at the very moment when he was thus emphasizing to the assembled tailors how far they are behind in the race for

Mr. Kaufman, it appears, had just remarked that it was "more classy"to was asked by a delegate who it was that designed the elegant coat he work Mr. Kaufman, according to this story, blashingly admitted that it was a merchant tailor delegates what could be got "ready made," and that he paid \$30 for the suit.

As the story goes, there was much excitement among the convened custem tailors at this discovery, and its equally disconcerting explanation of what could be got from the ready maders for only \$30.

We call your attention to the extract on this page from an exceedingly candid and interesting speech delivered to the Convention of Merchant Tailors last month in New York city.

The speaker had been selected by the associated custom tailors as the advertising specialist most able in the whole country to try to revive the custom made.

The it is who writes the defensive publicity "editorials" which the best associated tailors of several large cities are now printing, in the struggle to keep near the high grade ready-for-service clothing.

In order to help him in every possible way, this expert advertiser has undoubtedly been unreservedly informed by these high class custom tailors of the exact desperate condition in which the representative ready-to-wear clothing has put their product.

Therefore, in these remarks, made in a frantic effort to awaken his clients, the custom tailors, their advertiser is telling the exact truth gathered from their own mouths.

It is the strongest and most sincere indorsement for years of the ready-to-wear. It cannot be denied or decried by the decadent custom-made.

• We have emphasized in bold faced type one or two of the most interesting points in this confession of "my tailor."

But the speaker is an advertising man, and is, besides, employed by the associated high class tailors. He is expected to provide some panacea for their desperate condition. Naturally enough, he says "Advertise."

¶Advertising is not a cure-all; it brings no miraculous Marconi-like results to its call. There must be a good man behind the best gun. The best obtainable value, style and other merits, must be in the goods behind the advertising. The Tailors' man says: "90 per cent. of men nowadays go to the ready-made stores for their clothes." This immense number of Americans don't wear ready-made clothing just because its makers advertise. The percentage of men wearing ready-for-service clothing gradually increased up to the extraordinary convincing high point of 90 per cent., because more and more men realized that they could depend on getting, in the representative ready-for-service the Berry sort—garments equal in fabric and workmanship, and superior in style, at half the price that the worth-while merchant tailor asks.

Tyou will note in the clipping herewith that the New York Herald says the speaker himself wore a \$30 ready-made dress suit to the merchant tailors' banquet, in order—as the paper said he explained when asked the maker of his stylish garment—"to show the assembled custom tailors what could be had ready-made for \$30."

Such garments as the Berry Store produces were and are the constantly controling and uplifting factor in the gradual consummation and maintenance of the superiority of the ready-for-service garment.

If you've never investigated the merits of the Berry Ready-to-Wear Clothing, we particularly invite you to become a customer this spring of

O. H. Berry & Company,

Successors to the Merchant Tailors,

Richmond, Virginia.

A. W. BENNETT Livery Department.

See my line of fine Landaus, Vic-torian and Station Wagons, for riding out and all social functions. 601-603 West Broad Street,

Frogram of Final Exercises at Bingham

Frogram of Final Exercises at Bingham

[Special to The Times Dispatch.]

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BINGHAM SCHOOL, MEBANE, N. C.

March 27s—Superintendent Gray has Bitwited Hom. R. B. Glenn, C. Governor of North Carolina, to deliver an address on Wednesday, May 19, during the commencement exercises. The Governor has accented, provided he can arrange like engage effents.

The program for the commencement oxercises is as follows: May 16, baccas laurente sermon. Rev. W. McClannesham White, paster of Presisterian Church, Rabiesh; address before the Young Men's Christian Association, Irev Dung London, McDod, Dustor Baptist Church, McDone, McDod, M

TAXES INCREASED.

Absence of Liquor Licenses Mest Big Change in Rates.

[Succial to The Times-Dispatch.]

FREDERICKSBURG, VA., March
27.—The tax and license bill of the city
was presented by Chairman H. B. Lane
at a meeting of the City Council lest

JUST RECEIVED FROM SEATTLE, WASH., 200,000 Red Cedar Shingles

Woodward & Son

Lumber, Sash, Blinds, Doors, &c., Ninth and Arch Sis., Richmond, Va.

index.

Sent to Fenitentiary.

[Special to The Times-Dispatch.]

[GREENSBORO, N. C., March 21.—Judge

Boyd, Marshal Millikan and deputies returned last night from Wilkesboro, where a
term of the Federal court adjourned yesterday afternoon. There were no cases of
importance tried, and but few of the regulation blockade cases were on its docket.

Of these, the following were convicted and
sentanced to the penitentiary at Allanta for
distilling whisker: Arch Brown, of Surry
distilling whisker: Arch Brown, of Surry
county, two years; Jim St. John, of

se enrollment of 309, the home department that of the cradle roll department thirty and the cradle roll department thirty in the standard of the college, says that only \$4,000 is more cleave, says that only \$4,000 is more cleave, says that only \$4,000 is more than the point where the whole amount will be available by the offer of Mir. Cardle Ca

Don't Risk Your Life and Property

Your attention has been vividly called to the awful crime recently committed in a county of this State, where two lives were lest and dwelling destroyed, solely for the acknowledged purpose of securing money. Does this not forceably bring to your mind that your home muy be the next to be entered and relieved of its valuable contents? Frotect your family and property by depositing your surplus money in the SAVINGS DEPARTMENT of the Planters' National Bank, Richmond, Vawhere it will be absolutly safe and earn 3% interest compounded semi-annually from date of deposit. Don't delay, write to-day for a booklet, "HOW TO BANK BY MAIL."

Safety deposit boxes for the safe keeping of deeds, insurance policies, etc., for rent, Price \$3.00 and upwards.

Planters National Bank, RICHMOND, VIRGINIA.

Capital, \$300,000. Surplus and Profits, \$1,160,000